ACCREDITED BUSINESS QUALIFICATIONS

Business Literacy (BUSL)

CURRICULUM STATEMENT

CURRICULUM STATEMENT: ICB BUSINESS LITERACY

The key principles of effective business communication

- List reasons why effective communication is important in the workplace;
- explain the communication process;
- identify your audience in this process;
- distinguish between different communication situations/categories;
- recognise the importance of adapting your communication style to different communication situations;
- distinguish between formal and informal communication;
- differentiate between and recognise verbal and non-verbal communication in the workplace;
- identify explicit and implicit messages in verbal and non-verbal communication;
- understand the importance of listening to achieve effective communication; and
- list the barriers to effective communication and explain how they can be overcome.

Spoken communication

- Give a definition of oral/spoken communication;
- understand the importance of the voice and language in spoken communication;
- apply techniques to improve your voice and articulation;
- understand the importance of planning and preparation for spoken communication situations;
- distinguish between direct and indirect spoken communication;
- list and explain the different types of spoken communication;
- communicate using these different types of spoken communication;
- recognise the importance of choosing the appropriate form of spoken communication for your audience;
- recognise formal and informal spoken communication;
- identify explicit and implicit messages in spoken communication;
- recognise and respond to assertive use of spoken communication; and
- analyse your own responses to spoken communication.

Written communication

- List reasons why effective written communication in English is important in the workplace;
- give a definition of written communication;
- recognise the link between writing and reading;
- understand the importance of words and grammar in written communication;
- use simple, concise and correct English to express yourself in writing in the workplace;
- get your audience's attention using effective headings, layout and graphic material;
- extract key information from written texts and summarise it;
- understand the importance of checking and editing written information;
- differentiate between fact and opinion;
- recognise persuasive writing and be able to respond to it;
- list and explain the different types of written communication;
- use these different types of written communication;
- choose the appropriate type of written communication for your audience/reader; and
- analyse your own response to written communication.

Work readiness

- Recognise the skills needed to prepare for the workplace;
- understand the role of the individual in a business organisation;
- plan and organise yourself for improved personal effectiveness;
- maintain files and records;
- manage your time effectively;
- recognise the importance of establishing and maintaining working relationships;
- describe the characteristics of an effective team;
- define group dynamics and the phases of team task completion;
- appreciate the value of teamwork;
- recognise conflict and understand how it impacts on a team;
- manage conflict in a team situation;
- differentiate between morals, ethics and values;
- explain and describe a code of conduct;
- understand the need for organisational codes;
- describe the concept of professional conduct;
- relate professionalism to personal, team and organisational behaviour;
- link characteristics like honesty, confidentiality, accountability and service excellence to professionalism;
- discuss the role of ethics and professionalism in the accountancy field;
- list examples of unprofessional and unethical conduct; and
- suggest ways of dealing with unethical practices.

Working with numbers: an introduction

- Explain the Hindu-Arabic number system as used in the Western world;
- represent integers on a number line;
- perform calculations with integers using four basic operations;
- find missing figures for a given problem;
- perform calculations with negative numbers;
- perform complex calculations using the order of operations convention;
- calculate averages;
- do calculations involving powers and roots;
- explain how the binary number system works;
- convert a base-10 (decimal) integer to its binary equivalent; and
- convert a base-2 (binary) integer to its decimal equivalent.

Working with fractions and decimal numbers

- Explain what a fraction is;
- define proper and improper fractions;
- explain what a mixed fraction is;
- perform calculations with fractions using the four basic operations;
- explain what a decimal is;
- define and work with non-terminating, terminating and recurring decimals;
- convert decimals to fractions;

- perform calculations with decimals using four basic operations;
- work with numbers in different ways to express size and magnitude;
- use scientific notation for small and large numbers;
- correctly relate prefixes magnitude in measurement to the decimal system;
- correctly apply conversions between related units in different measuring systems; and
- demonstrate the effect of error on calculations.

Percentages, ratios, proportions and equations

- Explain what a percentage is;
- convert a decimal or a fraction into a percentage;
- convert a percentage into a decimal or a fraction;
- calculate a number as a percentage of another number;
- apply a percentage to a number;
- measure percentage change;
- explain what a ratio is;
- calculate and simplify ratios;
- explain the relationship between a ratio and a fraction;
- share amounts or values in accordance with a predetermined ratio;
- solve problems where numbers are in proportion to one another;
- determine the missing figure in equivalent ratios;
- explain what an equation is;
- solve equations;
- explain what a formula is;
- change the subject of a formula; and
- solve problems using formulas.

Using interest rates in business

- Explain the difference between simple interest and compound interest;
- calculate simple interest;
- use the simple interest formula to determine the principal, rate and time;
- calculate compound interest;
- explain what present value and future value mean; and
- perform present value and future value calculations.

Measure, analyse and communicate workplace data

- Define the concept of space;
- explain how physical quantities or spaces are measured;
- discuss the intricacies of angles and triangles;
- explain and apply the Pythagorean Theory to solve problems in the workplace as well as in everyday life; and
- use shapes to communicate workplace data.

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Business communication – Putting it all together

- Gain improved perspective on the importance of communication in the workplace;
- understand how the theory learned in Modules 1 – 4 relates to 'real life' work situations;
- gain insight into interpreting a variety of texts; and
- form a better understanding of the communication process as a whole.

Business numeracy – Putting it all together

- Gain improved perspective on the importance of numeric proficiency in the workplace;
- understand how the theory learned in Learning Modules 5 – 9 relates to 'real life' work situations; and
- gain insight into interpreting a variety of mathematical problems.